

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of displaying a page on a user terminal by a server when said user terminal establishes a connection to said server through a network, said method comprising the steps of:
~~previously preparing~~ and storing a plurality of pages each corresponding to a customer level; and
when said user terminal accesses said server, selecting and displaying one of said ~~previously-prepared~~ pages corresponding to a current customer level of ~~the~~ [[a]] user of said user terminal;
wherein the customer level is determined by a purchase experience of the user.
2. (Original) The method according to claim 1, wherein said page is a page initially displayed when said user terminal makes access to said server.
3. (Original) The method according to claim 1, wherein the layout of said page is changeable by operations through said user terminal.
4. (Original) A method of displaying a page on a user terminal by a server when said user terminal establishes a connection to said server through a network, wherein said page is of a hierarchical structure in which said page is divided into a plurality of areas each divided into one or more smaller areas, and a position, contents, and a size are changeable for said each area and the number of smaller areas formed in each area is changeable.
5. (Original) The method according to claim 4, wherein said areas in respective levels of the hierarchy are associated with one another, and ranges of positions, contents, and sizes of said each area, and the numbers of said smaller areas

formed in each area are previously determined by a lower level of the hierarchy, and changes can be made within said ranges.

6. (Original) The method according to claim 4, wherein some of said plurality of areas are set not to allow changes by operations through said user terminal.

7. (Currently Amended) A page display system comprising:
a user terminal connected to a network;
a customer information database storing customer information including a customer level for each user;
a display information database ~~previously~~ storing a plurality of pieces of display information corresponding to said customer levels; and
a server for reading, when a user makes access thereto, a customer level currently stored for said user from said customer information database, selecting display information corresponding to said customer level of said user from said plurality of pieces of display information stored in said display information database, and displaying said selected information on said user terminal;
wherein the customer level is determined by a purchase experience of the user.

8. (Original) The system according to claim 7, wherein said page is a page initially displayed when said user terminal makes access to said server.

9. (Original) The system according to claim 7, wherein the layout of said page is changeable by operations through said user terminal.

10. (Original) A page display system for displaying a page on a user terminal by a server when said user terminal establishes connection to said server through a network, wherein said page has a hierarchical structure in which said page is divided into a plurality of areas each divided into one or more smaller areas, and a

position, contents, and a size are changeable for said each area and the number of smaller areas formed in each area is changeable.

11. (Original) The system according to claim 10, wherein said areas in respective levels of the hierarchy are associated with one another, and ranges of positions, contents, and sizes of said each area, and the numbers of said smaller areas formed in each area are previously determined by a lower level of the hierarchy, and changes can be made within said ranges.

12. (Original) The system according to claim 10, wherein some of said plurality of areas are set not to allow changes by operations through said user terminal.

13. (Currently Amended) A server for displaying a page on a user terminal when said user terminal establishes connection to said server through a network, wherein said server reads, when a user makes access thereto, a customer level currently stored for said user from a customer information database, selects display information corresponding to said customer level of said user from display information stored in [[said]] a display information database, and displays said selected information on said user terminal;

wherein the customer level is determined by a purchase experience of the user.

14. (Original) The server according to claim 13, wherein said page is a page initially displayed when said user terminal makes access to said server.

15. (Original) The server according to claim 14, wherein the layout of said page is changeable by operations through said user terminal.

16. (Original) A server for displaying a page on a user terminal when said user terminal establishes a connection to said server through a network, wherein said

page is of a hierarchical structure in which said page is divided into a plurality of areas each divided into one or more smaller areas, and a position, contents, and a size are changeable for said each area and the number of smaller areas formed in each area is changeable.

17. (Original) The server according to claim 16, wherein said areas in respective levels of the hierarchy are associated with one another, and ranges of positions, contents, and sizes of said each area, and the numbers of said smaller areas formed in each area are previously determined by a lower level of the hierarchy, and changes can be made within said ranges.

18. (Original) The server according to claim 16, wherein some of said plurality of areas are set not to allow changes by operations through said user terminal.

19. (Currently Amended) A computer program stored on a computer readable medium for causing a computer to perform a method of displaying a page on a user terminal by a server when said user terminal establishes connection to said server through a network, said ~~program~~ method comprising:

previously preparing a plurality of pages corresponding to customer levels, and when said user accesses said server, reading a customer level currently stored for said user; and

selecting and displaying one of said previously prepared pages corresponding to said read customer level;

wherein the customer level is determined by a purchase experience of the user.

20. (Original) The program according to claim 19, wherein said page is a page initially displayed when said user terminal makes access to said server.

21. (Original) The program according to claim 19, wherein the layout of said page is changeable by operations through said user terminal.

22. (Original) A program for causing a computer to perform a method of displaying a page on a user terminal by a server when said user terminal establishes connection to said server through a network, wherein said page is of a hierarchical structure in which said page is divided into a plurality of areas each divided into one or more smaller areas, and a position, contents, and a size are changeable for said each area and the number of smaller areas formed in each area is changeable.

23. (Original) The program according to claim 22, wherein said areas in respective levels of the hierarchy are associated with one another, and ranges of positions, contents, and sizes of said each area, and the numbers of said smaller areas formed in each area are previously determined by a lower level of the hierarchy, and changes can be made within said ranges.

24. (Original) The program according to claim 22, wherein some of said plurality of areas are set not to allow changes by operations through said user terminal.